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ABSTRACT

Although standardized testing is increasingly prominent in the United States, the testing industry has not received much attention. The industry and the market for standardized tests are examined, emphasizing the fragmented nature of the market. After an introduction, Chapter 2 describes the testing marketplace, and Chapter 3 reviews evidence on the extent of the market for tests and the recent growth in testing. In Chapter 4, estimates of the direct and indirect costs of testing are presented. Chapter 5 outlines broad social forces behind the market for testing and associated services, Chapter 6 describes spin-off industries that have grown up around testing, and Chapter 7 discusses problems arising from the changing marketplace with regard to test quality and use. Chapter 8 presents alternative strategies that could improve test use and prevent misuse as instruments of social policy. Eleven figures and 25 tables present details about the testing industry. A 264-item list of references is included; and 3 appendixes provide estimates of numbers of students tested, consumer price index adjustments for inflation, and calculations of standardized growth expectations. (SLD)

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